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September 14, 1998

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FEDERAL COMMUNICATIONS COMMISSION  
OFFICE OF THE SECRETARY

Ms. Magalie Roman Salas  
Secretary  
Federal Communications Commission  
1919 M Street, N.W., Room 222  
Washington, D.C. 20554

Re: Application of SBC Communications, Inc. and Ameritech  
Corporation for Authority to Transfer Control of Certain  
Licenses and Authorizations, CC Docket No. 98-141 --  
Notice of Ex Parte Presentation

Dear Ms. Salas:

Pursuant to Section 1.1206 of the Commission's rules, Ameritech Corporation ("Ameritech") hereby submits this notice of an oral ex parte presentation in the above-referenced permit-but-disclose proceeding. On September 11, 1998, Richard Hetke, Jason Weller, Paul Osland, Linda Wokoun and Lynn Starr of Ameritech and Antoinette Cook Bush and Mark Del Bianco of Skadden, Arps, Slate, Meagher & Flom LLP met with Melissa Newman, Radhika Karmarker, Jake Jennings, Lisa Choi and Bill Dever of the Common Carrier Bureau and Tom Krattenmaker, Marilyn Simon, Johnson Garrett and Pamela Megna of the Office of Plans and Policy to discuss certain issues raised by Ameritech's transfer of control application.

The meeting was requested by the Commission staff to discuss the history and status of Ameritech Cellular's plan to offer local exchange service in conjunction with its cellular service in St. Louis, Mo. The Ameritech representatives discussed the history of Ameritech's consideration of entering the local exchange market out-of-region from the early 1990s to the present. They showed that Ameritech had rejected a broad out-of-region CLEC strategy and that Ameritech Cellular had in 1997 developed and adopted the much more narrowly focused St. Louis initiative only

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as a defensive measure to maintain wireless market share in the face of increased competition from existing CMRS competitors and new PCS competitors. They stressed the fact that the St. Louis situation was unique and that the plan did not contemplate facilities-based wireline local exchange competition in St. Louis. The Ameritech representatives addressed the strategy of pricing for the plan's various product offerings, the target cellular customer groups, the delays in reaching the market and the evolution of the St. Louis plan between its original approval by Ameritech's management committee in May 1997 and March 1998. Finally, they explained how developments in the St. Louis wireless market in 1998 have undermined many of the assumptions underlying the original plan, and how as a result of these developments, operational problems and other reasons the St. Louis plan has been put on hold.

Copies of this Notice of Ex Parte Presentation have been provided to the above-referenced persons and served on each known party to this proceeding. An original and one copy have also been submitted to the Secretary's office.

Respectfully submitted,

A handwritten signature in cursive script that reads "Antoinette Cook Bush".

Antoinette Cook Bush  
Counsel for Ameritech

cc: Radhika Karmarker, Common Carrier Bureau  
Melissa Newman, CCB  
Bill Dever, CCB  
Tom Krattenmaker, Office of Plans and Policy  
Marilyn Simon, OPP  
Johnson Garrett, OPP  
Jake Jennings, OPP  
Lisa Choi, OPP  
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## CERTIFICATE OF SERVICE

This is to certify that the attached document has been served by first class mail, postage prepaid, on this 14<sup>th</sup> day of September, 1998, on the following:

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